How America's Largest Employers Are Treating Workers Amid the Coronavirus Crisis: Community Relief and Services

The COVID-19 pandemic has created a global health and economic crisis, and companies are at the frontline. JUST Capital knows that many companies face unprecedented operational and financial challenges and are making difficult decisions each day, including how to support their workers, customers, and communities in the face of declining revenues. We have always aspired to elevate the values and priorities of the American people to help guide corporate decision making and just business behavior. JUST Capital's polling shows that only 57% of Americans believe companies have a positive influence on their communities. **At this moment, companies can show the public how they are working in support of communities to reduce the spread of COVID-19 and mitigate economic distress.**

Over Half of Large Companies Have Taken Action

- JUST Capital's analysis of the largest 300 employers in the Russell 1000 indicates that 51% of companies have announced cash donations related to COVID-19, and 52% have announced the provision of community services dedicated towards COVID-19-related relief.
- Companies have an opportunity to support Americans beyond their workforce, and communities around the globe, by contributing funds, services, and products to those in need.

Examples of Community Services and Relief Include:

A number of large companies have implemented robust community relief funds and service systems over the last few weeks, extending meaningful support to the American public. As your company considers implementing a community support practice, here are a few examples of companies who have taken significant action:

- **Apple** announced a $15 million commitment to global COVID-19 relief, and is matching employee donations 2:1 to local relief efforts
- **Starbucks** has donated $250,000 to help launch the COVID-19 Relief Fund in Seattle, WA, is providing customers who identify as frontline workers free products and has given $500,000 to two organizations providing services to frontline workers.
- **Comcast** has provided free internet hotspots to all, including non-Xfinity subscribers, and has included unlimited data plans to all its customers. Additionally, the company has created new educational collections for all school-age students at home in partnership with Common Sense Media.
- **Pfizer** is working with local governments and NGOs to provide needed medications and vaccines to support frontline workers and communities. The company has also released a five point plan encouraging others in its industry to take steps to protect their workers and communities during this uncertain time.

For more insights, please contact corpengage@justcapital.com.